

RESEARCH SUMMARY

Title	British Motor Show evaluation
Objective	Reactions towards TfL's stand and effectiveness of the promotion of the safer and smarter driving message
Date	September 2008
Methodology	Online survey of 218 visitors to the 'Know About Safer and Smarter Driving In London' stand, conducted either on a laptop at the show or at home later

Key findings

- Looking at driving behaviours, the majority of drivers said that they never drive in bus lanes, stop in yellow box junctions or fail to look out for cyclists and motorbike riders. The majority of those who did carry out these behaviours felt that they were less likely to do so as a result of visiting the stand.
- Visitors were generally positive in their attitudes towards the stand. The majority said that they found it enjoyable and that their opinion towards TfL was more positive as a result.
- Eight in ten visitors had heard of the term red route. Half of these were aware that TfL is responsible for the red routes prior to their visit.
- Around three fifths had seen new information about safer driving in London at the TfL stand and around half had seen new information about smarter driving. The main areas that visitors feel they learnt about were the congestion charge, rules and regulations on red routes and car clubs.
- Around half of visitors said that they were likely to use the TfL Journey Planner as a result of the information provided.